



IN THE SPECIFICATION:

Revise paragraph 0071 as follows:

[00071] In certain embodiments, the table of Figure 8 is compiled from data supplied by personnel engaged to install the transmitters in the various commercial establishments participating in the study. In certain embodiments, the data is supplied in written form by such personnel to data entry personnel who populate the table 170 of Figure 8. In certain embodiments, the personnel instead log the locations of previously installed wireless transmitters and distinctive data provided thereby. Such previously installed transmitters include wireless communication devices installed with intelligent shelves. The intelligent shelves serve to gather data concerning the products placed thereon for inventory control purposes and communicate such data as well as the identity of the intelligent shelf to a data gathering system of the commercial establishment. Certain embodiments of the present invention make use of the identity data where it is transmitted wirelessly from the intelligent shelf. Certain of these embodiments also gather data concerning the products placed on the intelligent shelves for populating the “product” field of the table of Figure 8. Preferably the data is compiled in the table from records communicated from portable electronic devices in the possession of the personnel installing or logging the transmitters in the various participating establishments. Suitable electronic devices for this purpose are disclosed in US patent application No. [[____]] 10/800,884 filed concurrently herewith in the names of Jack K. Zhang and James M. Jensen (Attorney’s Docket 03382-P0123A).